

**Abstract**

A process for producing cinnamic acids and alkyl esters thereof,  
5 particularly, fluorinated cinnamic acids and alkyl esters thereof. The process  
comprises reacting the appropriate bromobenzene and acrylic acid ester in a  
palladium-catalyzed HECK reaction under JEFFREY conditions using a phase-  
transfer catalyst (PTC) and an organic base to produce the corresponding cinnamic  
acid ester, and then preferably hydrolyzing the resulting ester under appropriate  
10 basic conditions, e.g. in the presence of a hydroxide, and precipitating the  
corresponding cinnamic acid product.